

## **‘THE SAGE’--APRIL 2007**

### **Klein’s Floral & Greenhouses On-Line Newsletter**

#### **APRIL STORE HOURS**

Monday thru Friday: 8:00-6:00

Saturday: 9:00-5:00

Sunday: 10:00-4:00

Extended Spring Hours Begin Saturday, April 28

Monday thru Friday : 8:00-8:00

Saturday: 8:00-6:00

Sunday: 9:00-5:00

#### **CALENDAR OF EVENTS**

April 1--Palm Sunday

April 2--Full Moon

April 3--First Day of Passover

April 6--Good Friday

April 8--Easter Sunday

April 22--Earth Day

April 22--Beginning of Professional Secretaries Week. In appreciation to those people who make your life so much easier, have one of Klein’s talented designers create for you that perfect ‘Thank You.’ Nothing says that better than a lovely bouquet of spring flowers or a cheerful blooming plant. Order early. This is one of Klein’s busiest delivery weeks.

April 25--Professional Secretaries Day

April 27--Arbor Day

April 28--First Day of Klein’s Extended Spring Hours. The days are longer and there’s lots to do in the garden. We make shopping easier to fit into your hectic schedule by offering extended retail hours from late April through much of June. Evenings are a great time to shop at Klein’s. The greenhouses are cooler and the lines are short. It makes for a more relaxed shopping experience and our staff is more available to answer all your gardening questions. Look under [April Store Hours](#) above for more details.

May 4 thru May 6--Klein’s Spring Open House. Join us in celebrating the beauty of spring with fun family activities, free popcorn and tons of in-store specials. Look for details in the May newsletter around May 1 and watch for our ads in the Madison Newspapers or listen to 98 FM during that first week of May.

May 10--This is Madison’s average last frost date, but keep your eye on the weather before planting. Madison has a notorious reputation for late May frosts. Many local old-time gardeners refuse to plant, especially their tomatoes, peppers, morning glories, etc. until Memorial Day weekend when the soil has warmed properly. Novice gardeners especially have a tendency to plant too early!

May 13--Mother’s Day. Order early and shop early!!! Mother’s Day is second only to Valentine’s Day for deliveries and the Saturday before Mother’s Day is traditionally our busiest day of the entire year. Extra drivers will be on the road Saturday, May 12 for prompt and efficient service. See ‘Delivery Info’ in our [Permanent Features](#) section below for more detailed delivery information. We will not be delivering on Mother’s Day, Sunday May 13.

#### **‘THE FLOWER SHOPPE’**

Most people don’t know that you can order flowers for anywhere in the world by calling Klein’s floral at 608/244-5661 or from anywhere, toll-free at 888/244-5661. The ordering process couldn’t be simpler and by ordering with us directly, we can easily answer any of your questions on the spot. When ordering, you only need to come prepared with the recipients delivery information (address, delivery date and card message) and knowing how much you’d like to spend. We’ll do the rest. Our talented staff can help you sort through all the possibilities and communicate with you possible limitations or added expense--keeping in mind that in other markets, flowers might cost more, delivery charges may be higher and that many flower choices are seasonal and may be unavailable during certain times of the year. Behind the scenes, we’ll begin processing your order by choosing FTD or Teleflora. Most florists subscribe to one or the other or both, as we do. There are many other services available, but these are two of the most reliable and well-known services worldwide. Via computer and using zip codes, we search for a florist nearest your recipient’s location. We also note whether a florist has any specialties. For example, some florists specialize in funeral or wedding work and greenhouses, more than flower shops, tend to have the largest selection of green or blooming plants on-hand. Some florists, like us, offer free delivery to hospitals and local funeral homes, so your money goes into product, rather than delivery. Most florists also have a minimum dollar amount on purchases to be delivered.

#### **DID YOU KNOW...**

... that we grow a large percentage of our spring product from seed in our very own greenhouses? Needless to say, most of the annuals and vegetables you purchase from any retailer in the spring began as a seed. But how it arrived to the store shelf can be a long and complicated story. All of the big chains and even most of the local garden centers receive their plants already “finished”. This means that the plants are grown somewhere else--usually by a different company all together--loaded onto a truck and shipped to the retailer ready to sell. Selection is usually limited and quality is often in the hands of the shipper rather than the grower.

A second and currently the preferred means of receiving annual and vegetable product is as “plugs”. About 2/3 of what you see at Klein’s in the spring is received this way. We receive thousands of trays from our suppliers, each holding hundreds of tiny plants, that we then transplant individually into the cell packs or pots you then purchase in the spring. Selection is excellent and quality is controlled by our grower as the plants mature. We’ve already begun transplanting many of the early season or slow-growing annuals in our back greenhouses.

But at Klein’s we still sow about 1/3 of our product onsite; this includes nearly all of our vegetables and a large portion of our annual flower selection. Sowing our own seeds gives us the widest selection available. Instead of having 6-10 tomato varieties, like most retailers, we are able to offer you over 40 varieties! And we offer you items that most garden centers simply can’t, including: ethnic vegetables, heirloom annuals and vegetables, annual vines and more choices in all categories. Quality control starts at the very beginning because there’s no shipping involved.

To check out our huge plant selection, click on the [Spring Plants](#) section of our home page. Our '07 selection will be available in late April. You won't believe your eyes!

**KLEIN'S RECIPES OF THE MONTH**--These are a selection of relatively simple recipes chosen by our staff. New recipes appear monthly. Enjoy!!

The tradition of making dandelion wine is an art lost over the past few decades. Many who grew up in rural Wisconsin remember their elders partaking in this annual spring ritual. It's been forgotten that the invasive, nonnative dandelion was brought here by our ancestors who longed for a bit of the homeland.

The dandelion is an amazingly versatile plant. Remember how we loved them as kids--making chains with their flexible, hollow stems or chanting, "Momma had a baby"...(you know the rest) to annoy the grown-ups? The sweet smell of the golden flowers is a sure sign of warm spring days and the "parachutes" that follow make for countless hours of entertainment. For the adult, young leaves are a tangy addition to fresh spring salads.

**DANDELION WINE**--The following recipe appeared in the Willie Street

Co-op newsletter in the mid-90's. You'll need a 2 gallon crock or a similar glass, ceramic or even plastic vessel to prepare this recipe.

3-5 quarts fresh dandelion blossoms. Use full dandelion blooms, leaving on the green sepals, but removing the complete stem.

5 quarts boiling water

3 lbs. sugar

1 orange rind--reserve the juice

1 lemon rind--reserve the juice

1 package of compressed fresh yeast (available refrigerated or frozen in .06 oz. cakes)

1 slice whole wheat bread toast

Immediately after picking, place the prepped and rinsed blossoms in the crock and cover with the boiling water. Cover with cheesecloth or a clean cotton towel and set aside for 3 days, stirring once each day. On the 4th day, strain the blossoms from the liquid. In a pot, bring the liquid and the sugar to a boil. Add the citrus rinds and cook for 30-60 minutes. Remove the rinds and put the liquid back into the crock. Add the reserved citrus juices. In the meantime, soften the yeast to room temp. and spread on the piece of toast. When the liquid reaches 100 degrees, float the prepped toast on top of the liquid. Cover with the cloth again and set aside for 2 days. After 2 days, strain the liquid and return to the covered crock 1 more day, then filter thoroughly into sterilized bottles. Cork lightly. The wine must now age for at least 6 months, but is traditionally not served until next December 21. For far more information and interesting recipes simply google "dandelion wine". You'll find tons of interesting tidbits, more techniques and lots of interesting added flavors. Cheers!

**COUPON OF THE MONTH**

**NEW PRODUCT SPOTLIGHT**--Each month we will spotlight some new product

that we already carry or one that we've taken note of and plan to carry in the near future. Likewise, if you would like to see Klein's to carry a product that we don't currently, please let us know. Our goal is to be responsive to the marketplace and to our loyal clientele. If a product fits into our profile, we will make every effort to get it into our store. In addition, we may be able to special order an item for you, whether plant or hard good, given enough time. This month's new product is:

**GARDEN TROPICALS**

The use of tropicals and houseplants in the garden continues to explode and Klein's has long been on the cutting edge locally in offering you the widest selection of plants available on the market. Local interest in tropicals was primarily sparked a number of years ago with the opening of Olbrich Garden's Thai Pavilion and by the use of tropicals, both in pots and beds, throughout the Olbrich Garden grounds. As the garden center closest to Olbrich Gardens, Klein's has always been greatly influenced by what the visitor to Olbrich Garden experiences there and then how they want that experience to translate into their own backyard. Visitors long to find the selection of plants they see at Olbrich Gardens at their local garden centers. We're proud to say we have one of the largest selections of tropicals in the area and an experienced staff who can answer any of your questions about tropicals in the landscape. Most tropicals are actually extremely easy to grow in the garden. Our hot and humid summers are what tropicals relish most. In addition, most tropicals are easily overwintered and you don't need a greenhouse or conservatory to do it. Many are perfectly happy being overwintered in a dormant or semi-dormant state in your basement or near a bright window.

Tropicals have become quite affordable in the last few years. Because Klein's grows most of its product onsite, we are able to keep prices down even more. Rather than buying in pricey 'finished' product, we offer you plants grown in our warm greenhouses since last fall. Most of our tropicals aren't shipped in crowded, dark semitrailers from southern growers, but are allowed to grow all winter in our sunny greenhouses. Selection is better because we can offer you much of what's available on the market, rather than what a southern greenhouse chooses to offer.

What's new for 2007? The choices are too many to mention them all here. But just to give you an idea, we're offering at least five different mandevilla choices alone, not to mention: allamanda, duranta, passionflower, bananas, colocasias, alocasias, tecoma, bougainvillea, xanthosoma, hibiscus and many, many others. Please visit our web site in late April for updated list of plants we'll be offering this spring. Shop early because selection dwindles quickly.

Imagine the following scene.....

You're relaxing in a large, woven hammock, pina colada in hand. The weather is heavy and humid. You hear thunder in the distance--an impending late afternoon downpour. Around you, palm fronds and bananas sway in the moist breeze. Hummingbirds flit about, intrigued by the large and even gaudy hibiscus and mandevilla blossoms around you. The heady scent of angel's trumpets and passionflower fills the air. No, you're not in Costa Rica. This is your own backyard in Madison, Wisconsin. You can have this and more just by visiting Klein's this spring.

**NATURAL NEWS**--This column devotes itself to organic techniques, products, pest control, etc.--anything that educates us on the means to protect our environment.

One of the easiest ways you can help the environment is by buying organic produce. It seems like a small thing, but in the bigger picture, buying organic is just one piece of the puzzle and is something we can all do to some degree. Simply stated, organic produce is produce grown or subsequently handled without the use of chemicals of any kind. The true definition can be far more complicated. After all, there are chemicals in the water supply and in the air. But in growing produce, intent is more at issue, rather than the reality of our surroundings. The real goal of organic farming is to grow a high quality product with as little impact on the environment as possible using absolutely no chemical fertilizers or pesticides.

In the Madison area, we're lucky to have many options in buying organic produce. Among those options is supporting Community Supported Agriculture (CSA). Madison is unique, in that we have a very active and large network of local farms who are able to raise and sell truly organic fruits, vegetables and meats, among other things. These farms not only sell their products through some of the local markets and co-ops, but also directly

to the consumer by selling "shares". After buying a share with a local CSA, one generally receives a weekly box of the freshest seasonal produce possible. It's like having your own garden, without the work. Most local CSA's run from May to October, but some start in April with hoop house raised spring greens and end in December with "storage shares" of potatoes, onions and other root crops that keep well. Many even offer shares for cut flowers, eggs, cheese or seasonal fruit. Most CSA's have conveniently located pickup sites, but some will actually deliver the produce directly to your house. A typical share feeds a family of four for one week and contains most of the vegetables grown in most typical gardens: tomatoes, peppers, cucumbers, carrots, broccoli, potatoes, sweet corn, garlic etc. But there are always wonderful surprises: fresh basil, pumpkins, watermelon, rhubarb or water cress. It's also a great opportunity to learn about vegetables you may be unfamiliar with like celeriac, arugula, daikon radish or dandelion greens. Each box you receive is like opening a present, and then next week you get another one.

To learn more go to the Madison Area Community Supported Agriculture Coalition web site at [www.macsac.org](http://www.macsac.org), or contact them at PO Box 7814, Madison, WI 53707 or at 608/226-0300. There's also an open house held at Olbrich Gardens each March where many of the local CSA's are represented with tons of info about their farms and the opportunity to purchase shares. It's a fantastic chance to meet the people who are most involved with making the local CSA scene such a nationally recognized success.

At this site you can also order their cookbook [From Asparagus to Zucchini: A Guide to Cooking Farm-fresh, Seasonal Produce](#). For more on this cookbook and a review see 'The Critic's Corner' section of this newsletter below.

#### **APRIL'S PLANT OF THE MONTH:**

##### **SUMMER BULBS**

Many beginning gardeners see bulb planting as a fall task; one of the last things one does before putting the garden to sleep for the winter. The bulbs planted in the fall are the spring bloomers: the tulips, daffodils, crocus and hyacinths. These bulbs are available at garden centers from about Labor Day into early November.

The other class of bulbs are the "summer bulbs", those from tropical or subtropical origins that will not survive Wisconsin's harsh winters. Though called bulbs, many are actually corms, tubers or rhizomes. The summer "bulbs" include dahlias, gladiolas, tuberous begonias, cannas, callas, caladiums and many others. These bulbs are either planted directly in the garden in spring or are started indoors in pots in late winter to give them a jump start for our short Midwest growing season. These bulbs all need to be stored indoors over winter. Summer bulbs become available at garden centers beginning about February 1, but they continue to arrive until about April 1. The early arrivals are those that like that early jump start, especially begonias, caladiums, callas and elephant's ears. These bulbs should all be started in pots by March 1. Dahlias and cannas can be started indoors around April 1. They could be planted directly into the garden in May, but we then lose a month of bloom time when planted that late. Gladiolas, on the other hand, are best planted directly into the garden beginning in late April. For a summering crop, continue planting glads every two weeks into June.

Lilies (Asiatics, Orientals, Tigers, etc.) can be purchased and planted in both spring and fall. Many garden centers offer started plants in the spring. Most lilies are fully hardy in southern Wisconsin so are treated as a hardy perennial. Therefore, they are not dug up in the fall.

Storing raised bulbs for the winter is a learning experience with great success, but you'll find some misses along the way. There's tons of advice available on the "best" way to store bulbs. As a rule of thumb, most overwintered bulbs do best in a cool, dark and dry environment. An old-fashioned root cellar works best, but few homes have those nowadays. A heated garage is the next best choice, but most people will have at least some success in their basements--keeping in mind, the cooler, the better. Store bulbs in peat moss, sand or a mixture of the two for greatest success. The foliage of most summer bulbs can freeze off in the fall. This will not ruin the tender bulbs underground. Cut off the dead foliage, dig up and allow to cure for a few days before storage. This allows freshly cut wounds or damage from digging to callous over before storage. Most stored bulbs must remain cool, dark and dry all winter. But some, like cannas, prefer a little moisture during storage. Each bulb has slightly different requirements so a little research goes a long way. Make sure to check stored bulbs periodically throughout the winter and discard any bulbs with signs of rot.

##### **YOU ASKED...**

I love container gardens, but I hate all the work and mess! Can you help me?!?!?

A resounding YES we can help!

We offer a number of services for the gardener who wants to grow plants in containers but has neither the time nor the energy.

The easiest is to simply purchase any of Klein's pre-planted containers, available beginning the first week of May. Our talented designers are said to put together the most beautiful container gardens in town, using the newest plants and creative designs. We offer both traditional and contemporary selections. Choose from simple designs to topiaries, moss baskets, strawberry jars and more. Prices range from \$20.00 to \$120.00. They make the perfect Mother's Day gift. They're ready to go--take them with or have us deliver them.

Your second option is to place an order with us. We'll either replot your own containers or create one especially for you. Simply bring us your pots (or purchase one from our huge selection), tell us what you'd like (tropicals, something bright, something for a hot & sunny location, whatever) and give us a minimum of three business days. We'll deliver them if you like. In addition to the plants, there is a potting fee based on the pot size. That fee includes the soil (our own special mix), with slow release fertilizer and water absorbent polymers, and the labor. Delivery is extra. Because of the sheer volume of special orders, we require the three days to ensure your order is ready--the more time, the better.

New in 2007, we'll be potting on demand. On select days (weekends and perhaps a week day), we'll pot up your containers while you shop. We've never done this before, but we think it could be kinda fun getting you involved in the process of creating and then learning by watching us do it. We'd like to take you through the entire process, from designing your container to choosing your plants--maybe you could even do the potting, using our tools and soil (somebody at the Garden Expo had that idea). We're not sure about all the details yet, so check out the May newsletter coming about May 1--maybe we'll have figured it out by then! We think there'll be a maximum number of pots we'll pot on the spot per customer, but that may depend upon how busy we are. Please be patient as we work out the bugs. We'll even deliver them for you for an added fee.

##### **AROUND TOWN**

Olbrich Garden's Spring Pansy Sale  
Saturday, April 7, 10:00-while supplies last

Put a cheery pansy on your windowsill, dress up your holiday table, or bring a fabulous hostess gift beautifully displayed in springtime containers. These delightful pansies, violas, and panolas, grown in Olbrich's own greenhouses, are just \$6 each (3 plants per pot). Colorful glazed terra cotta containers are extra.

Olbrich Botanical Gardens  
3330 Atwood Ave., Madison  
608/246-4550 or [www.olbrich.org](http://www.olbrich.org) for details

Olbrich Garden's Leaf Mulch Sale  
Thursday, April 19, 2:00-6:00 (Members Only)  
Friday, April 20, 2:00-6:00  
Saturday, April 21, 9:00-1:00  
Sunday, April 22, 9:00-4:00 (Load-Your-Own)  
April 26, May 3 & May 10, 9:00-6:00 (Bulk Available)

Buy the same leaf mulch used in Olbrich's gardens for your home garden. Leaf mulch cuts down on watering and weeding, recycles local leaves, and is credited for Olbrich's healthy looking gardens. Bags are \$6 each and \$40 for a tractor scoop.

Olbrich Botanical Gardens  
3330 Atwood Ave., Madison  
608/246-4550 or [www.olbrich.org](http://www.olbrich.org) for details

Dane County Farmer's Market  
Saturdays, April 21 thru November 3, 6:00-2:00  
On the Capitol Square

Family Horticulture Day  
Saturday, April 28, 10:00-2:00  
Learn to transplant tomatoes, peppers & take home your transplants.  
Learn all about herbs and take 3 herbs home with you.  
Enjoy hands-on science projects.  
Learn about Whooping Crane DNA.  
Enjoy red, black and yellow popcorn.  
Enjoy famous Babcock ice cream.  
See GIANT hornworms.

University of Wisconsin-West Madison Agricultural Research Center  
8502 Mineral Point Rd.  
Verona, WI 53593  
608/262-2257 or at [www.cals.wisc.edu/westmad/](http://www.cals.wisc.edu/westmad/)

**APRIL IN THE GARDEN**--A checklist of things to do this month.

- \_\_\_\_\_ Continue bringing out your cooled forced bulbs for indoor enjoyment.
- \_\_\_\_\_ Early in the month, pot up cannas and dahlias for early growth.
- \_\_\_\_\_ Begin removing, cleaning and storing winter bird feeders.
- \_\_\_\_\_ Begin your summer bird feeding regimen.
- \_\_\_\_\_ Keep birdbaths full and clean.
- \_\_\_\_\_ Repair and put out birdhouses. Put out nesting material like pet hair & fibers.
- \_\_\_\_\_ Seed starting is in full swing and even winding down by the end of April.
- \_\_\_\_\_ Sterilize seed starting equipment and pots with a 1:16 bleach solution.
- \_\_\_\_\_ Shop for summer bulbs like gladiolas, lilies and dahlias.
- \_\_\_\_\_ Prune late summer and fall blooming shrubs.
- \_\_\_\_\_ Do not prune spring blooming shrubs like lilacs, forsythia or viburnum.
- \_\_\_\_\_ Continue bringing in branches for forcing: pussy willow, forsythia, quince, etc.
- \_\_\_\_\_ Increase fertilizer to full strength by month's end.
- \_\_\_\_\_ Ready the lawn mower if you haven't done so already.
- \_\_\_\_\_ Start weeding your beds. It's easier while weeds are small & the soil moist.
- \_\_\_\_\_ Remove all winter mulch from beds.
- \_\_\_\_\_ Remove the soil mound from around roses and mums.
- \_\_\_\_\_ Cut back all remaining perennials and ornamental grasses left from fall.
- \_\_\_\_\_ Begin sowing seeds of larkspur, poppies and hardy annuals in the garden.
- \_\_\_\_\_ Plant pansies, violas and calendula into the garden and containers.
- \_\_\_\_\_ Harden off your seedlings and wintered over potted geraniums.
- \_\_\_\_\_ Repair lawns by sowing grass seed. Rake the lawn.
- \_\_\_\_\_ Move cole crop transplants to the garden; broccoli, kohlrabi, cabbage, etc.
- \_\_\_\_\_ Plant onion sets and early spring crops like lettuce, spinach, carrots, beets
- \_\_\_\_\_ Begin planting perennials. Plant shrubs and trees.
- \_\_\_\_\_ Visit Klein's--the showrooms are filled with spring annuals.

**BEHIND THE SCENES AT KLEIN'S**--This is a sneak peek of what is going on each month behind the scenes in our greenhouses. Many people are unaware that our facility operates year round or that we have 10 more greenhouses on the property in addition to the 6 open for retail. At any given moment we already have a jump on the upcoming season--be it poinsettias in July, geraniums in December or fall mums in May.

**IN APRIL:**

---Transplanting is in full swing on the transplanting line in our back greenhouses. Employees work 8-10 hour shifts planting thousands of plugs and tiny seedlings into the cell packs you purchase in the spring. Once planted, the flats move by conveyor and then monorail into the various greenhouses, all kept at different temperatures depending on the plant.

---The greenhouses and showrooms are filling fast with thousands of hanging and potted plants. We're constantly moving product around, trying to make the best use of our limited space.

---Retail items are arriving nonstop for unpacking and pricing, everything from garden ornaments and pottery to pesticides and fertilizers.

---Employees are readying the thousands of lilies, hydrangeas, azaleas, mums and spring bulbs that we deliver to the many area churches each Easter. We look forward to this time when the greenhouses are emptied to make room for our bulging spring crop.

---Product is moved from the warmth of the greenhouses to the outdoors for the hardening off process. Plants are pinched back and moved outside so they can be acclimated for spring planting in your garden. Plants that have not been properly acclimated can find the transition to full sun and temperature extremes quite difficult. You've probably noticed that many garden centers do not harden off their plants properly. Symptoms include leaf burn and root rot.

---We're readying the showrooms for the spring onslaught. Tables become fully stocked. Spring info and price signs are put into place. The last week of April is an amazing time to visit Klein's. The showrooms are jam-packed, bursting with color, awaiting the spring rush which usually begins about May 1.

#### **EMPLOYEE PROFILE OF THE MONTH--JAMIE VANDEN WYMELENBERG**

We are very lucky at Klein's to have one of Southern Wisconsin's most talented growers among our ranks. In fact, Klein's would not be the amazing greenhouse it is today were it not for Jamie's dedication and passion. During his tenure, Klein's has grown from a greenhouse content with being known only to local eastsiders, to one known throughout the Madison area for its superior quality product and cutting edge plant mix. Jamie has single-handedly changed us from a greenhouse primarily known for its flower shop, geraniums and old-time annuals, to a market leader. Klein's was among the first retailers in the area to sell annuals that are now commonplace--scaevola, bacopa, Supertunias, lisianthus, angelonia, calibrachoa Sun Coleus, plumbago and tropicals. Jamie's experimentive nature keeps him open to all that is new and his willingness to change has kept Klein's fresh and exciting, when many thought our days were numbered. Much of what you experience at Klein's today is a direct result of Jamie's influence.

Jamie joined Klein's at a real turning point in its history. He was hired by Oscar and Joyce Klein in the spring of 1990. By working hand in hand with Oscar, Jamie was able to learn all facets in operating an already successful greenhouse and many traditional, tried and true techniques for growing high quality product. With Oscar's passing, Jamie had a unique opportunity of not just continuing in the family tradition, but then shaping an operation that in ways has become his own. Current owner, Sue Klein Johnson, has given Jamie full autonomy in all aspects running the greenhouse part of the business--a truly unique and envious situation for any grower.

As fate would have it, Jamie and Sue knew each other from the University of Wisconsin-Madison, where they received their BS in Horticulture and Floriculture, respectively. After graduation, Jamie worked briefly with hydroponic tomatoes, lettuce and cucumbers at a facility in Chilton, WI when he heard about the position of head grower at Klein's. Except for a brief stint at Stoughton Garden Center, Jamie has been here ever since. With Madison's ever-growing east side population, Jamie fully realizes Klein's amazing potential and dreams of continued growth and modernization for the future.

Jamie's no stranger to the goings-on of a small, family-owned business. While growing up, his family owned a successful grocery store in Wrightstown, WI. This explains much of his work ethic. In addition, coming from a very large family probably explains much of his competitive nature; having been involved in competitive rowing, basketball and archery over the years. Jamie and his wife, Amber, who works at the Forest Products Laboratory here in Madison, own a home on Madison's east side. Their son, Jordan, is currently a 7th grader at Whitehorse Middle School. In his own garden, Jamie says he enjoys experimenting with all the plants that have made Klein's so famous. He says his containers and mixed plantings are the envy of his neighborhood. Jamie is also a member of the Commercial Flower Growers Association.

If you haven't shopped at Klein's in a while, stop by this spring and see the difference Jamie has made. And if you have any questions, Jamie has all the answers; from plant questions to fertilizing and pest control. He's there seven days a week from April through early June (often from 5:00 a.m. to 9:00 p.m.).

#### **THE CRITIC'S CORNER BY RICK HALBACH--Recommended readings and other media for the garden novice or enthusiast.**

##### **FROM ASPARAGUS TO ZUCCHINI: A GUIDE TO COOKING FARM-FRESH SEASONAL PRODUCE** (3rd Edition):

Need an indispensable cookbook? This may be it. There are few cookbooks I refer to with more regularity than From Asparagus to Zucchini...for quick reference or for a quick way to empty veggies out of the fridge. Many of the recipes from this book have become favorites and have been passed on many times to friends and family.

The cookbook is a collection of recipes from other sources like books, magazines, catalogs, individuals and even some restaurants.

The format is concise and easy to use. This book takes you through virtually every kind of garden produce you can think of. You not only get tons of wonderful and easy recipes, but also a brief history, health benefits, essential cooking tips and proper storage techniques for each type of produce. The introductory chapters of the book discuss such topics as supporting local agriculture and joining a CSA, shopping for and eating organic produce and how to use seasonal produce. In looking at the list produce covered in the book, you'll notice not only chapters about common items like beans, tomatoes and potatoes, but also the not-so-common items like: tomatillos, rutabagas, celeriac and even edible flowers. There are also sections about kids' recipes, seasonal combinations and home canning.

According to the MACSAC web site, books are available locally at the Willie St. Co-op, Star Books, Community Pharmacy, the Regent Market Co-op, Whole Foods and Borders Books, et al., or by mail. Simply check out the web site at [www.macsac.org](http://www.macsac.org) or call 608/226-0300 for complete details. Books run about \$15.00 plus shipping.

#### **PERMANENT FEATURES--**

##### **KLEIN'S MONTHLY NEWSLETTER**

Have our monthly newsletter e-mailed to you automatically by signing up on the right side of our home page. We'll offer monthly tips, greenhouse news and tidbits, specials and recipes. . .everything you need to know from your favorite Madison greenhouse. And tell your friends. It's easy to do.

##### **SENIOR CITIZEN DISCOUNT**

We offer a 10% Off Senior Citizen Discount every Tuesday to those 62 and above. This discount is not in addition to other discounts or sales. Please mention that you are a senior before we ring up your purchases. Does not apply to wire out orders or services, i.e. delivery, potting, etc.

##### **BUCKY BOOK COUPON**

Klein's is again showing our proud support of UW Athletics with advertising and coupons in the 2007 edition of the Bucky Book.

##### **DELIVERY INFO**

Klein's Floral and Greenhouses delivers daily, except Sundays, throughout all of Madison and much of Dane County including: Cottage Grove, DeForest, Maple Bluff, McFarland, Middleton, Monona, Oregon, Shorewood Hills, Sun Prairie, Verona, Waunakee and Windsor. Current delivery rate on 1-4 items is \$6.95 for Madison, Maple Bluff, Monona and Shorewood Hills, slightly more to the surrounding communities and for more than 4 items. We not only deliver our fabulous fresh flowers, but also houseplants, bedding plants and sundries. We offer free delivery to all Madison hospitals and funeral homes.

Morning delivery is guaranteed to the following Madison zip codes, but only if requested: 53703, 53704, 53713, 53714, 53716, 53718 and Cottage Grove, DeForest, Maple Bluff, McFarland, Monona, Sun Prairie, Waunakee and Windsor. We begin our delivery day at 8:00 a.m. and end at

approximately 4:00 p.m. Except during holidays, the following west-side zip codes and communities can be delivered only during the afternoon: 53705, 53706, 53711, 53717, 53719, 53726, Middleton, Oregon, Shorewood Hills and Verona. During holidays (Christmas, Valentine's Day, Mother's Day, etc.) we are able to make morning deliveries to all of the above areas. We are not able to take closely timed deliveries on any holiday due to the sheer volume of such requests. It's best to give us a range of time and we'll try our absolute hardest. Orders for same day delivery must be placed by 12:30 p.m. or by 2:30 p.m. for Madison zip codes 53704 and 53714.

DEPARTMENT HEADS: Please refer all questions, concerns or feedback in the following departments to their appropriate supervisor.  
Phone: 608/244-5661 or 888/244-5661

Floral Department Manager  
Kathy Lehman  
([kathy@kleinsfloral.com](mailto:kathy@kleinsfloral.com))  
Head Grower & Horticulturist  
Jamie VandenWymelenberg  
([jamie@kleinsfloral.com](mailto:jamie@kleinsfloral.com))  
Assistant Grower  
Craig Johnson  
Retail Manager Jennifer Wadyka  
([jennifer@kleinsfloral.com](mailto:jennifer@kleinsfloral.com))  
House Accounts & Billing  
Barbara Foulk  
Delivery Supervisor  
Rick Halbach  
Owner Sue (Klein) Johnson  
([sue@kleinsfloral.com](mailto:sue@kleinsfloral.com))

#### RELATED RESOURCES AND WEB SITES

University of Wisconsin Extension  
1 Fen Oak Ct. #138  
Madison, WI 53718  
608/224-3700  
[www.uwex.edu/ces/cty/](http://www.uwex.edu/ces/cty/)  
[www.uwex.edu/ces/wihort](http://www.uwex.edu/ces/wihort)

Plant Disease Diagnostics Clinic  
Dept. of Plant Pathology  
1630 Linden Dr.  
Madison, WI 53706  
[www.plantpath/wisc.edu](http://www.plantpath/wisc.edu)

Insect Diagnostic Lab  
240 Russell Labs  
1630 Linden Dr.  
Madison, WI 53706  
[www.entomology.wisc.edu/entodiag.html](http://www.entomology.wisc.edu/entodiag.html)

State Soil Testing Lab  
5711 Mineral Point Rd.  
Madison, WI 53705  
608/262-4364  
[www.soils.wisc.edu](http://www.soils.wisc.edu)

Wisconsin Master Gardeners Program  
[www.hort.wisc.edu/mastergardener](http://www.hort.wisc.edu/mastergardener)

The Wisconsin Gardener  
[wpt.org/garden/](http://wpt.org/garden/)  
Has a list of garden clubs and societies

Allen Centennial Gardens  
620 Babcock Dr.  
Madison, WI 53706  
608/262-8406  
[horticulture.wisc.edu/allencentennialgardens/index.htm](http://horticulture.wisc.edu/allencentennialgardens/index.htm)

Olbrich Botanical Gardens  
3330 Atwood Ave.  
Madison, WI 53704  
608/246-4550  
[olbrich.org](http://olbrich.org)

University of WI Arboretum  
1207 Seminole Hwy.  
Madison, WI 53711  
608/263-7888  
[uwarboretum.org](http://uwarboretum.org)

University of Wisconsin-West Madison  
Agricultural Research Center

8502 Mineral Point Rd.  
Verona, WI 53593  
608/262-2257  
[www.cals.wisc.edu/westmad/](http://www.cals.wisc.edu/westmad/)